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# 2014 CENSUS OF HORTICULTURAL SPECIALTIES

## Minnesota Highlights

In 2014, the 487 Minnesota horticulture operations generated \$245 million in sales.



Minnesota accounted for 26.7 percent of U.S. wildflower seed sales.



The **2014 Census of Horticultural Specialties report**, released by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), shows that horticulture operations in the United States sold a total of \$13.8 billion in floriculture, nursery and specialty crops in 2014, up 18 percent since 2009. The number of horticulture operations increased 8 percent during this time to 23,221. The full report is available at: [http://www.agcensus.usda.gov/Publications/Census\\_of\\_Horticulture\\_Specialties/](http://www.agcensus.usda.gov/Publications/Census_of_Horticulture_Specialties/)

Minnesota's total floriculture, nursery and specialty crops generated \$245 million in sales in 2014, down 9.0 percent from 2009. This accounted for 1.8 percent of all U.S. horticulture sales in 2014. Minnesota producers increased in number from 453 in 2009 to 487 in 2014, a 7.5 percent increase. Of the 487 horticultural specialty operations, corporations were the most common, accounting for 48.9 percent of all operations and 76.7 percent of all sales (\$188 million). In 2009, only 40 percent of the horticulture operations were corporations, with 87.8 percent of sales. Family- or individually-owned operations accounted for 45.6 percent of all horticulture operations in 2014, with 222 operations. Total industry expenses in Minnesota totaled \$229 million, up 16.1 percent since 2009. Hired labor costs were the largest expense, accounting for 40.8 percent of total expenses in 2014, up from 37.7 percent of total expenses in 2009.

### Top Horticultural Commodities—Minnesota: 2009 and 2014

	2009 Sales (1,000 dollars)	2014 Sales (1,000 dollars)	% change from 2009 to 2014
<b>All Horticulture</b>	<b>268,801</b>	<b>244,618</b>	<b>-9.0</b>
Annual Bedding/Garden Plants	80,738	54,734	-32.2
Food Crops Under Protection	13,480	18,809	39.5
Nursery Stock	101,228	91,467	-9.6
Potted Flowering Plants	12,997	18,215	40.1
Potted Herbaceous Perennials	20,604	20,088	-2.5
Sod Sprigs and Plugs	20,719	16,281	-21.4

Sales value of Minnesota flower seeds composed 7.4 percent of the total U.S. flower seed sales. Minnesota flower seed sales were driven primarily by sales of wildflower seeds, with 14 operations harvesting and selling over 223 thousand pounds of clean seed in 2014, generating \$2.35 million in sales. Minnesota accounted for 26.7 percent of all U.S. wildflower seed sales in 2014.

# Minnesota



Total sales from food crops grown under protection in Minnesota is up 39.5% in 5 years.



Minnesota's horticulture operations sold more than 2.97 million potted flowering plants in 2014. Potted flowering plant sales generated over \$18.2 million in revenue.

Potted flowering plants had the largest increase in total sales from 2009, up \$5.22 million to \$18.2 million in sales in 2014. There were 84 operations with annual bedding and garden plant sales, up 29.2 percent from 2009. Annual bedding and garden plants sales had the largest decline in sales, decreasing 32.2 percent from 2009 to 2014, about \$26.0 million. Nursery stock remains the largest sales category, with \$91.5 million in sales in 2014. Nursery stock sales decreased 9.6 percent from 2009, with decreased revenues from coniferous evergreens and deciduous flowering trees. Deciduous shrubs had the largest increase in sales value of all nursery stock, with sales up \$8.12 million, or 27.1 percent, in 5 years. The \$38.1 million in sales in 2014 was 5.6 percent of the U.S. total.

## Top Potted Flowering Plants for Indoor or Patio Use Sold—Minnesota: 2014

	Operations	Number Sold	Value of Sales (1,000 dollars)
<b>Potted Flowering Plants Sold, Total</b>	<b>84</b>	<b>2,968,549</b>	<b>18,215</b>
Lily, Easter	16	276,802	1,772
Poinsettia	33	1,015,497	6,882
Other potted flowering plants	10	253,835	1,506
Potted Spring Flowering Bulbs Sold, Total	12	486,679	2,493

## Top Nursery Stock Sold—Minnesota: 2009 and 2014

Commodity	Operations		Value of Sales (1,000 dollars)	
	2009	2014	2009	2014
<b>Nursery Stock Sold, Total</b>	<b>145</b>	<b>180</b>	<b>101,228</b>	<b>91,467</b>
Deciduous shade trees	91	94	19,500	18,008
Deciduous flowering trees	71	78	10,566	8,379
Coniferous evergreens	91	112	29,759	12,143
Deciduous shrubs	73	84	29,981	38,098
Fruit and nut plants	54	65	3,134	6,641

Food crops grown under protection gained in prominence as the number of operations engaged in this practice increased 75.9 percent to 51 operations. Total sales from food crops grown under protection increased 39.5 percent to 18.8 million dollars in 2014. Tomatoes were the top crop grown under protection, with \$17.8 million in sales and 111,111 cwt produced.

The Census of Horticultural Specialties provides detailed, comprehensive production and economic data on the horticulture industry. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All operations that reported producing and selling \$10,000 or more of horticultural crops on the 2012 Census of Agriculture were included in this special study.